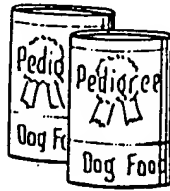


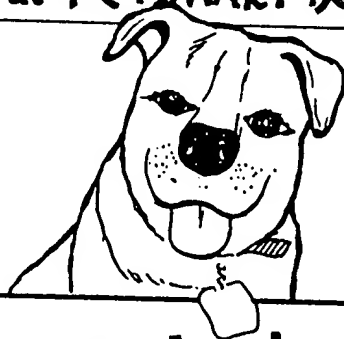
09/517195

1/5

I shop at PETS<sup>SMART</sup> because



2 for 88¢



4 for \$1



12<sup>99</sup>

my pet  
insists  
on low low  
prices



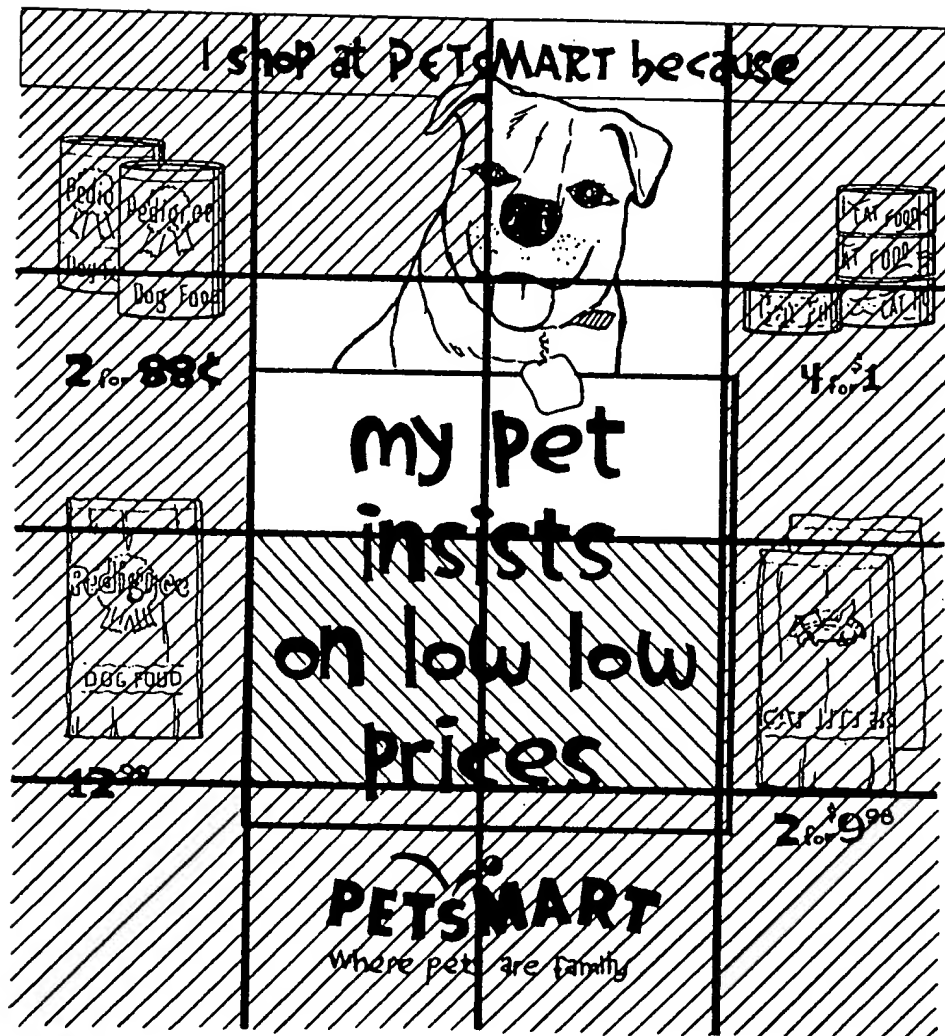
2 for 9<sup>98</sup>

**PETS<sup>SMART</sup>**  
where pets are family

FIG-1

002000-5672560

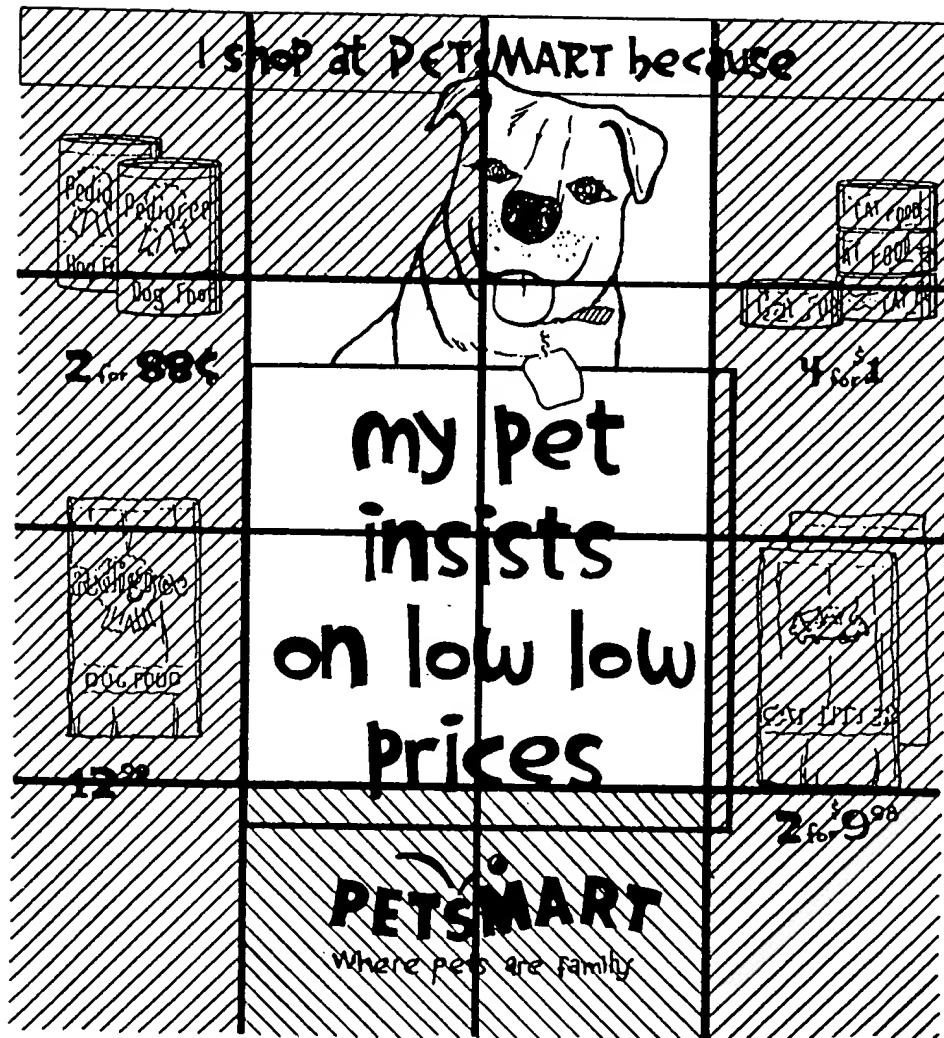
1/2 Second



The consumer's eye is attracted to the message in the boxes [with the words "my pet"] and the dog at the top of the ad.

Fig. 2

1 Second



The attention moves down from the store's logo  
(to the boxes with the "PetSmart" logo).

Fig. 3

002080" 56121560






<p>I shop at PETSMART because</p>  <p>2 for 88¢</p>		 <p>4 for \$1</p>
 <p>12<sup>00</sup></p>	<p>my pet insists on low low prices</p>	 <p>2 for 99¢</p>
<p><b>PETSMART</b> where pets are family</p>		

Fig. 4

002020" 50747550

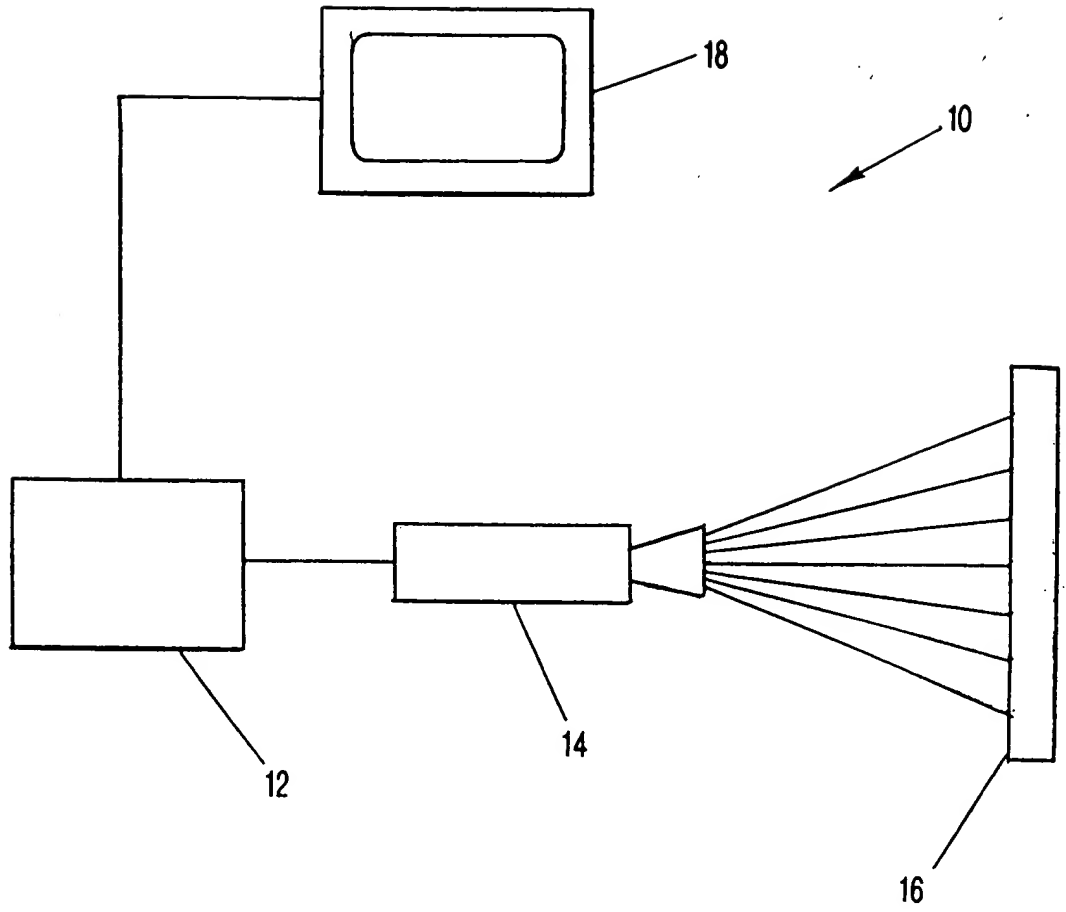


FIG-5